

YOUR ONE-STOP DESIGN SHOP

Whether agencies need concept and project management of a multi-media public education campaign or a new website design, the Department of General Services, Office of Graphic Communications (OGC) is an effective, efficient and economical choice.

OGC is pre-qualified to provide high-quality creative services for a wide variety of projects; and, when purchasing OGC services agencies avoid the costs associated with conducting a competitive procurement process. Agencies can also reduce costs because OGC's service fees are lower than those charged by private sector providers with similar experience.

OGC also provides graphic design and communication expert consultations and project management for government representatives who have limited or no knowledge of the processes and procurement of design services. This ensures quality services are provided and budgets and resources are well managed.



Customers

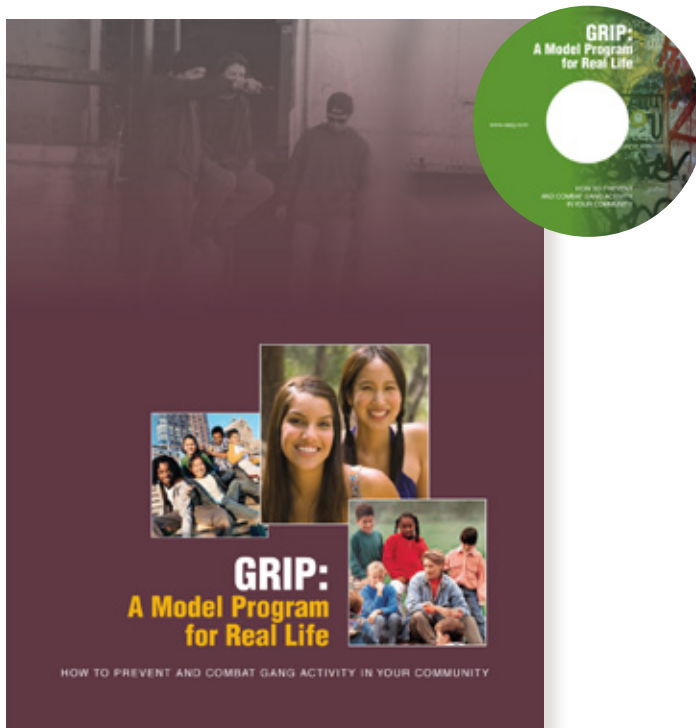
- State agencies
- Local governments
- Non-profit organizations

Services

- Research and concept development
- Budget projections
- Copywriting and editing
- Graphic design and art direction
- Illustration and photography
- Web graphics and development
- Print management and production

Projects

- Informational and educational campaigns
- Logos and identity systems
- Internet sites
- Annual reports and strategic plans
- Economic development publications
- Magazines and newsletters
- Training and conference materials
- PowerPoint presentations
- Calendars and posters
- Museum catalogs and brochures



Satisfaction

The best indication of customer satisfaction is a customer referral. A wide variety of OGC customers consistently work with and refer their colleagues to OGC.

Savings

- Labor rate averages 45% below commercial sources. All OGC work is billed at a flat fee of \$75 per hour.
- Because OGC handles all phases of the project, an agency will not need to spend time on internal administrative management.
- Project recommendations save time and money. OGC provides consultation and documentation for procuring outside services such as website development or printing so that all details in the scope of work are defined for bidding purposes.
- Preliminary estimates for grant proposals are provided free of charge.
- Extensive file archives – sometimes on projects up to ten years old – eliminate the need and cost to recreate documents.
- A royalty-free digital photo library saves costs from buying stock photos (which can cost up to \$600 apiece).



Expertise

As graphic design and communications experts, OGC has worked with the Governor's office, state agency representatives, and private partners as the creative lead for numerous projects and statewide initiatives including the creation of the Office of the Attorney General, Virginia Rules Instructor's Kit and website, the Governor's Office New Parent Kit, and the Infant and Toddler Connection for the Department the Behavioral Health and Developmental Services. OGC served on the Executive Committee for the Civil Rights Memorial Symposium and Dedication providing consultation on communication strategy, event planning and fundraising as well as helped to spearhead the creative aspect and design of the informational and promotional materials.

For a presentation of OGC's portfolio or to discuss a new project contact Creative Director, Paris Ashton at paris.ashton@dgs.virginia.gov or 804/371-8359.

Office of Graphic Communications
DGS Director's Office
1100 Bank Street, Suite 420
Richmond, Virginia 23219

Virginia Civil Rights Memorial



Capitol Square: Dedicated 2008

*W*elcome to the Civil Rights Memorial

It could be said that Barbara Rose Johns is Virginia's Rosa Parks. Unfortunately, few people have ever heard the story of how this brave 16-year-old caused a quiet revolution in the small town of Farmville, Virginia, creating ripples which would be felt throughout the nation for years to come.

The Virginia Civil Rights Memorial recognizes Barbara Johns, her fellow students from Robert Russa Moton High School, their parents, and community leaders and civil rights attorneys.

Installed on the grounds of Virginia's historic state capitol in Richmond, Virginia, the memorial celebrates these heroes and also serves to remind us of the debt we all owe to the sacrifice of a few courageous Virginians.



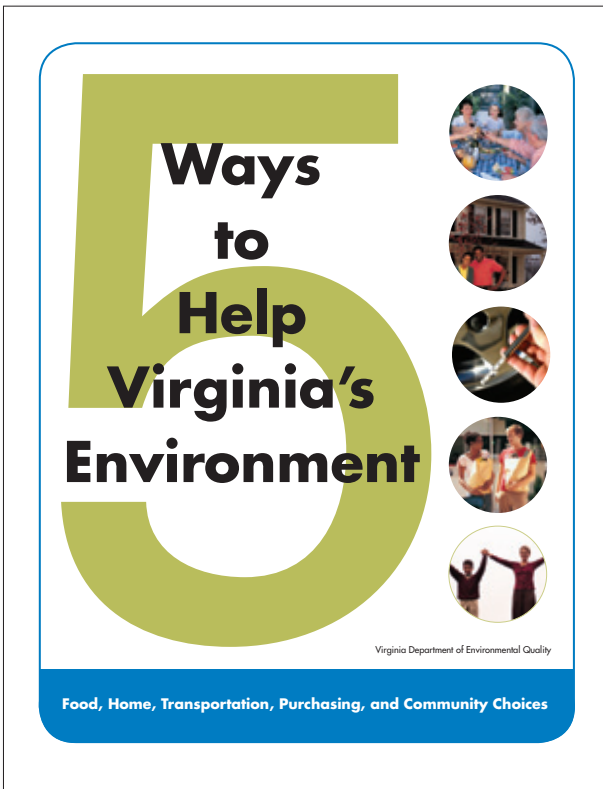
Over 100 students were named in *Davis v. County School Board of Prince Edward County*. The case was later consolidated into the landmark *Brown v. Board of Education*. *Hank Walker, Time & Life Pictures/Getty Images, 1953*

Customer: Virginia Civil Rights Memorial Foundation

Products: Logo, invitations, conference and dedication ceremony agendas, banner stands, signage and directional maps, commemorative coin and visitor brochure

Purpose: To encourage participation in the education symposium and memorial unveiling ceremony as well as provide historical information for visitors.

VIRGINIA
Civil Rights
MEMORIAL



Customer: Department of Environmental Quality

Project: 5 Ways to Help Virginia's Environment

Products: Fact sheet and banner stand

Purpose: To educate and encourage daily living choices that directly affect the air you breathe, the water you drink and the natural areas you enjoy.





Benefits From Green Technology

\$5 million skill development grant, the Valley and surrounding area is increasing its workforce. Now specialized training and educational programs provide job seekers and currently employed workers with new skills. At the same time, the training will create a pool of qualified workers for employers in growing and renewable energy industries as well as green and sustainable construction. Occupations have long-term demand and tend to be recession resistant. The Valley region should reap the benefits.

Benefits for Workers and Job Seekers

- Grant-supported training
- New skills
- Expanded employment opportunities

Benefits for Employers

- Workers trained to meet employer needs
- Larger pool of skilled workers



of the Shenandoah Valley Energy Partnership is exactly the kind of forward-looking collaboration we need to help jump-start our economy and create next-generation jobs in the clean energy field.

— MARK R. WARNER

Shenandoah Valley
Energy Partnership
DEVELOPING A GREEN WORKFORCE

Shenandoah Valley
Energy Partnership
DEVELOPING A GREEN WORKFORCE

Shenandoah Valley Workforce
Investment Board, Inc.
P.O. Box 869
Harrisonburg, Virginia 22803
540.442.7134

www.svenenergypartnership.com

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100% recycled paper. 100% recycled ink. No toxic waste and processed chlorine-free.

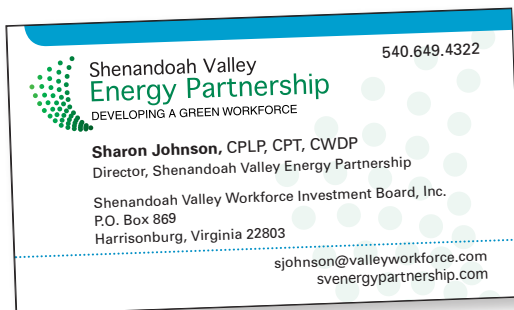
Shenandoah Valley Workforce
Investment Board, Inc.
P.O. Box 869
Harrisonburg, Virginia 22803
540.442.7134
svenenergypartnership.com

Customer: Shenandoah Valley Energy Partnership

Project: New Program Brand Identity

Products: Logo and tagline, letterhead, brochure, presentation pocket folder, PowerPoint, banner stand, tabletop display and website

Purpose: To inform area workers about green energy training options and encourage enrollment into programs





VISIT THE WEBSITE. VISIT THE COMMONWEALTH.

The best way to see Virginia is with the help of a Virginia Birding and Wildlife Trail Guide. Visit the website (www.dgif.virginia.gov/vbwt) to print off any or all of the 65 scenic loops meandering through every corner of the Commonwealth. Or call 1-866-721-6911, to purchase the comprehensive guidebook featuring all of the sites statewide.

Both the website and the guidebook provide a detailed description of the trail loops and sites, maps, driving directions and information about the wildlife you'll see. Each site description includes history, special features and possible side trips. Virginia covers 43,000 square miles, so no matter which trail you take, you're sure to encounter a wide variety of birds and butterflies, wildflowers and wildlife. Along the way you will also experience the long history and diverse cultures that have made Virginia what it is today!

The Virginia Birding and Wildlife Trail is possible only because of great partners like:

- Virginia Tourism Corporation
- Virginia Department of Transportation
- Virginia Department of Environmental Quality's Coastal Zone Management Program
- Hundreds of local communities and tourism offices across Virginia



Statewide Trail Guide
www.dgif.virginia.gov/vbwt
To order click on the picture of the Trail Guide or call 1-866-721-6911



"I know my home plot, but I don't know the out-of-the-way places for the rest of the state. If we're going somewhere, we adjust our route to encompass more of the trail – and we know other people who do the same thing."

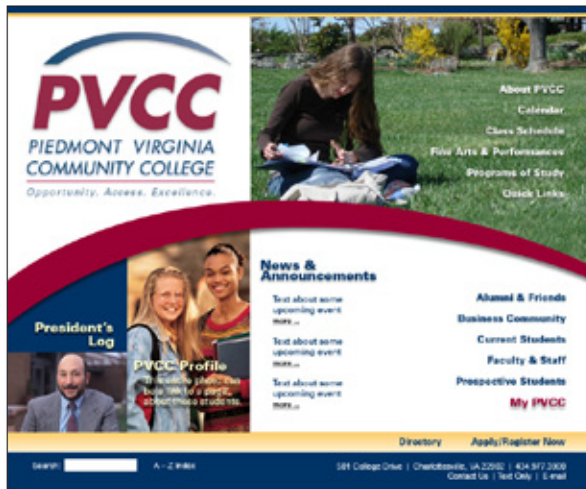
—Thelma Dalmas
Lynchburg Bird Club Member



Customer: Department of Game and Inland Fisheries

Project: Virginia Birding and Wildlife Trail Tourism Brochure

Purpose: To encourage visitors to go to the DGIF website to print off a detailed map of any of the Virginia Birding and Wildlife Trail Loops from the Statewide Trail Guide where they will find detailed descriptions of each site, links to associated tourism resources, and the ability to map their own trip.



Customer: Piedmont Virginia Community College

Project: Comprehensive Brand Identity

Products: Logo and tagline, website, letterhead, calendar, press release and PowerPoint templates

Purpose: To create greater awareness and recognition of PVCC's educational opportunities through a comprehensive marketing initiative that includes a consistent visual identity and message.



CEWS

Continuing Education and Workforce Services

The Continuing Education and Workforce Services (CEWS) Division at DSCC offers a variety of programs to provide opportunities for continuing education for the region.

Workshops and Seminars

DSCC recognizes that not every training need requires a full credit course. Sometimes your employees only need a small part of a specific class. Since many of our engineering technology related courses are built around Learning Activity Packets (LAPs), we can offer only that portion that you really want to meet your exact training need.

DSCC also offers workshops and seminars designed to meet a variety of needs ranging from enhancing your workforce's level of knowledge and competence to helping your company save money by being more green in its day-to-day operations.

Whether you need professional development for managers or highly technical industrial training, we will work with you to customize a course from one of our current offerings or we will design an entirely new program to address your specific training criteria.

DSCC's training strengths and faculty expertise become your assets through a strategic workforce development partnership that includes:

- efficient and affordable training
- premium quality programs
- customized training to fit your specific needs
- convenient course locations, either at your site or at one of DSCC's training centers
- the latest technologies
- extensive knowledge of the region's workforce
- a proven track record of success

DSCC is committed to providing the workforce training you need to meet your company's goals. *Your success is how we measure our success.*

Traditional Credit Programs

DSCC offers several classes and programs that grant traditional college credits upon completion. These classes/programs can be taken as stand-alone classes; or they can be combined in different ways to earn a certificate, career studies certificate, or associate degree.

Examples are:

Associate Degree:
Technical Studies in Industrial Operations

Certificate:
Advanced Manufacturing and Packaging Technology

Career Studies Certificate:
Advanced Manufacturing and Packaging Fundamentals

We will work with you to custom design a certificate program that best fits your company's needs.



Workforce Needs

Today's industrial environments are becoming increasingly sophisticated and complex. Automation generally integrates electrical, mechanical and computer systems, making it necessary for employees to have a basic understanding of the ways in which these systems work together and how that interaction will impact their specific job duties.

The goal is to get the product out the door and into the hands of the customer – doing so efficiently and safely. Factoring in issues such as quality control, retention of skilled workers, transportation costs, federal regulations, environmental concerns, and other considerations, manufacturers must address many complex challenges and do so in a climate of fierce local, national, and global competition.

The Continuing Education and Workforce Services (CEWS) Division at DSCC can help. The CEWS workforce development team is committed to delivering a comprehensive workforce service program designed to provide regional businesses and industry with the well-trained workforce they need to gain and maintain their competitive edge.

These services range from training needs assessment to credit and non-credit training. But, that's not all. CEWS is also committed to staying abreast of the rapidly evolving engineering technologies that will keep your business competitive well into the future.



Each Business Partner is Unique

DSCC believes that the most effective workforce training comes from a strong working relationship between employer and trainer. All of our training programs can be customized to support your specific needs.

Whether you are hiring for the first time, retraining for new projects, or investing in the long-term development of employees, DSCC offers the right mix of programs and employee development plans.

For more information about how a customized training program available at DSCC can help your business, contact Earl Doolittle, Coordinator for Continuing Education and Workforce Services at (342) 863-2902.

Contact us today!



Dabney S. Lancaster Community College

Training
Tomorrow's
Workforce



CEWS

Continuing Education and Workforce Services

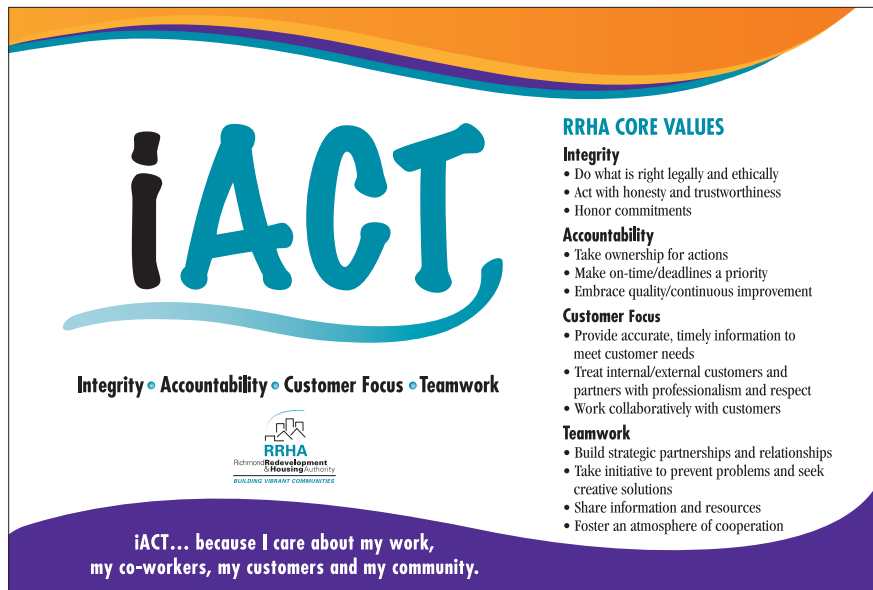
Advanced Manufacturing and Packaging Technology
Virginia Packaging Applications Center
Workshops and Seminars
Associate Degrees and Certificate Programs



Customer: Dabney S. Lancaster Community College

Project: Continuing Education and Workforce Services brochure

Purpose: To promote training programs by establishing strong working relationships between employer and trainer as well encourage enrollment into programs that help strengthen the skills of the local workforce.



Customer: Richmond Redevelopment and Housing Authority

Project: iACT Core Values Identity

Products: Logo, poster, pocket card, button, t-shirt, stickers, framed foyer art and PowerPoint template

Purpose: To promote the core values through a consistent message and visual identity





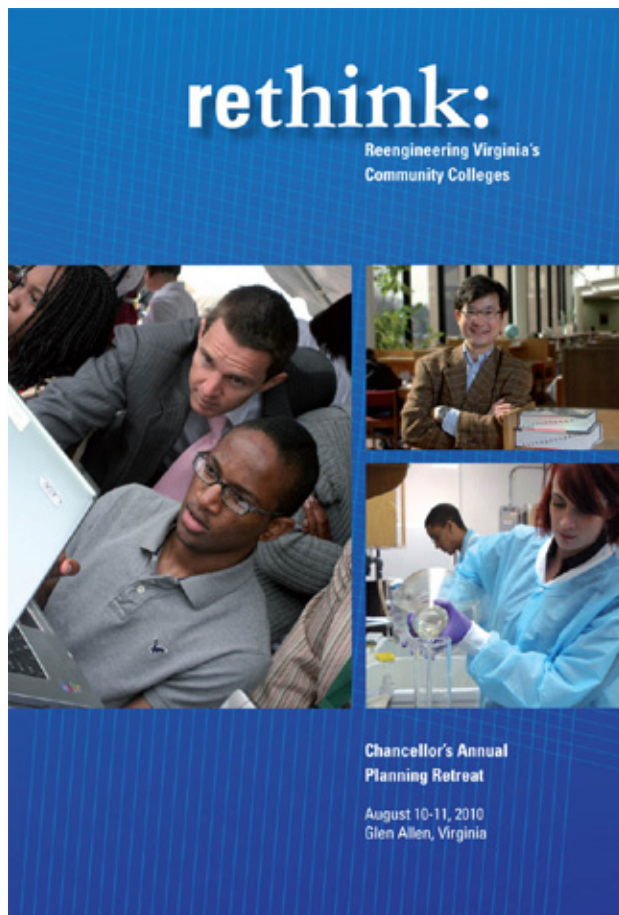
Customer: Department of General Services

Project: Division of Purchases and Supply Procurement Forum

Products: Announcement poster, agenda cover and PowerPoint template

Purpose: To promote attendance and registration as well as provide a thematic visual identity for the conference.





rethink:

Reengineering Virginia's
Community Colleges

Customer: Virginia Community College System

Project: Chancellors Annual Planning Retreat

Products: Agenda notebook, logo and web graphic, directional signs

Purpose: To establish a visual identity for the theme of the annual conference





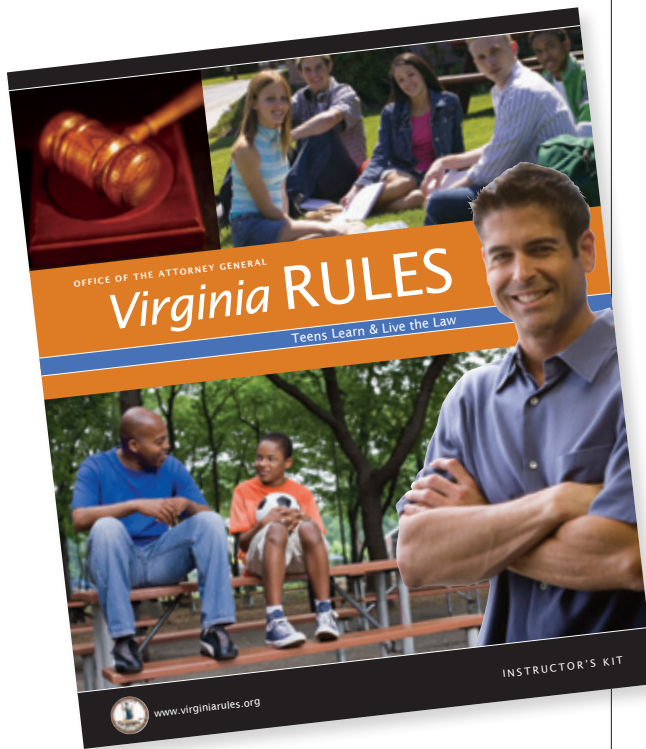
Customer: Department of General Services

Project: Office of Fleet Management Services: Vehicle Management Control Center (VMCC) marketing

Products: Brochure and series of email marketing ads

Purpose: To encourage managers of local government fleet operations to partner with DGS to save money by streamlining services through the VMCC.





Introduction to Laws

Virginia RULES

Teens Learn & Live the Law

What is Virginia Rules?

Virginia Rules is about the rules we live by in Virginia. Designed especially for teens, Virginia Rules provides information about the laws in Virginia with particular emphasis on how they apply to teens in their day-to-day lives.

Why do teens need to know about laws?

As citizens, laws are rules we live by. Not knowing about laws is like trying to play a game or a sport without knowing the rules. It would be difficult to win the game – or even be a good player – without knowing the rules. Knowing about the laws is especially important because our society is based on the “rule of law.”

What does “rule of law” mean?

“Rule of law” means everyone must respect and obey the law. Laws reflect what a society thinks is right or wrong. We expect the legal system that our society has established to protect basic rights, promote order, and punish wrongdoing. An important feature of the “rule of law” is that rules apply to everyone.

Where do laws come from?

Laws come from several different sources.

“Constitutional law” comes from the United States Constitution and the Virginia Constitution that establish the structure of our federal and state governments.

Laws are also enacted by Congress and by the Virginia General Assembly. These laws, enacted by legislative bodies, are called “statutes” and are the primary source of laws in the United States.

Courts have an important role in interpreting laws when there are disputes. The principles and rules of law that courts set forth when they interpret the law establish what is referred to as “case law.”

At the local level, your city council or county board of supervisors can enact rules that are referred to as city or county “ordinances.”

OFFICE OF THE ATTORNEY GENERAL

1

Customer: Office of the Attorney General

Project: Virginia Rules Program Branding

Products: Visual identity, instructors kit, student handouts and website development

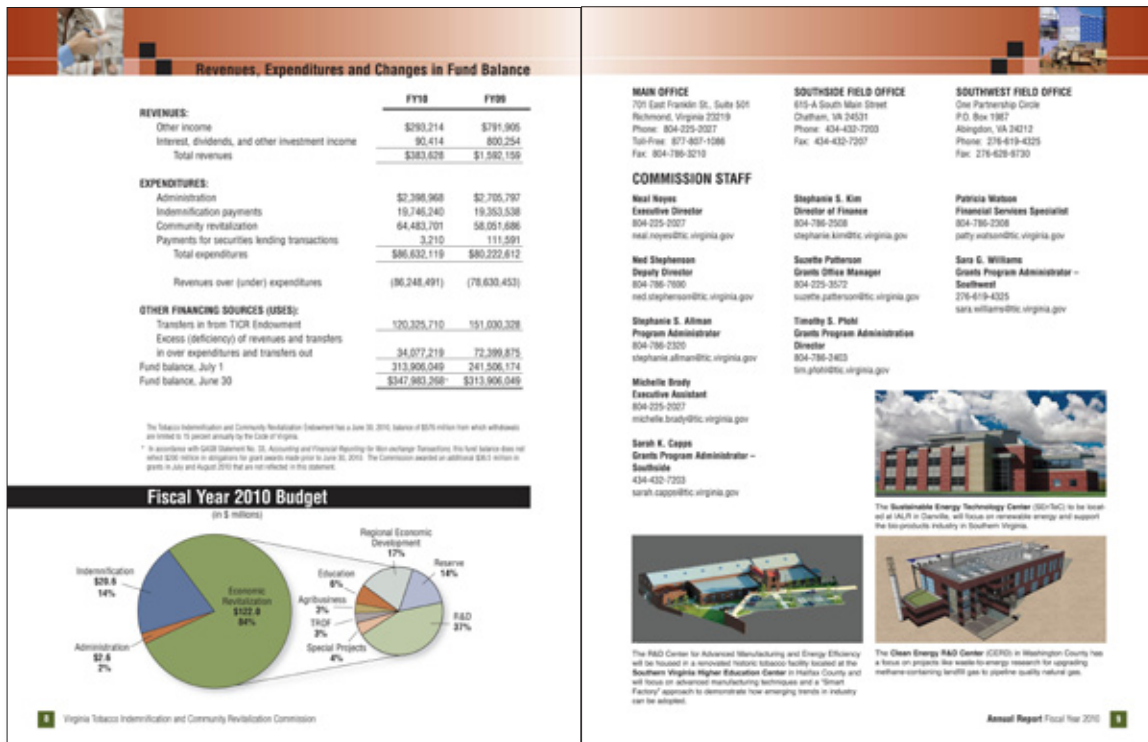
Purpose: The purpose of Virginia Rules is to educate young Virginians about Virginia laws and help them develop skills needed to make sound decisions, to avoid breaking laws, and to become active citizens of their schools and communities.



Customer: Virginia Tobacco Indemnification and Community Revitalization Commission

Project: Annual Report

Purpose: Financial report to stakeholders, partners and legislators about the Commission and the grant awards that promote economic revitalization in the Commonwealth's tobacco region.





Customer: Virginia Board for People with Disabilities

Project: Benchmark brochure

Purpose: To serve as a tool for policymakers as they consider the impact upon Virginians with disabilities when developing, writing, and implementing all state policies, regulations, laws, and funding priorities.

The Virginia Board for People with Disabilities hopes this information will serve as a tool for the Governor, legislators, and other elected officials and policymakers. The Board asks policymakers to adopt these benchmarks and consider the impact upon Virginians with disabilities when developing, writing, and implementing all state policies, regulations, laws, and funding priorities.

Over the past 30 years, state leaders have recognized that full inclusion in community life by Virginians with disabilities is a legal, moral, and ethical right.

These benchmarks are intended to inform future policy and strategic investments in community supports and infrastructure that will enable Virginia's citizens with disabilities to return the Commonwealth's investment through increased independence, educational achievement, economic self-sufficiency, and community or civic engagement.

Photos from top to bottom represent legislation, transportation, technology, education, housing, and health care.

Most of us will experience some type of disability, either permanent or temporary, in our lifetimes.

Guiding Principles

- All individuals are entitled to "Life, Liberty and the pursuit of Happiness."
- "Disability is a natural part of the human experience that does not diminish the rights of individuals... to fully participate in and contribute to their communities." (U.S. DD Act).
- Like everyone else, Virginians with disabilities aspire to "give back" and contribute to society as a whole. Investment in individuals with disabilities benefits all citizens.
- The merit of any public policy, regulation, program, or service should be measured by whether it achieves these benchmarks.

REFERENCES: U.S. Congress. (2000). Developmental Disabilities Assistance and Bill of Rights Act (PL 106-402). Retrieved from www.acf.hhs.gov/programs/ddbills/dda.html

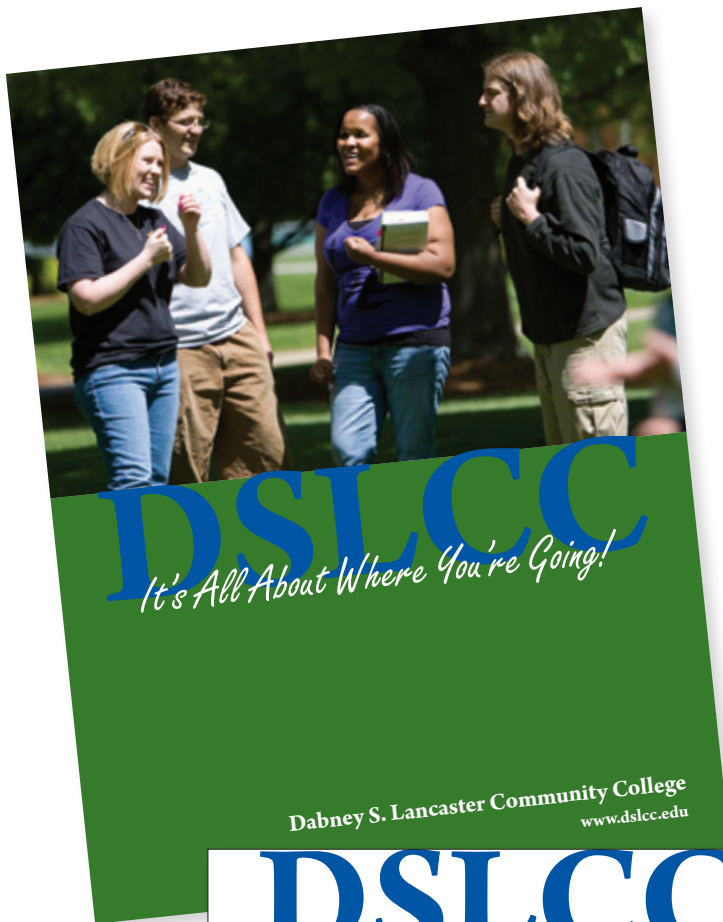
BENCHMARKS

Publicly funded supports to children and adults with disabilities and their families are "front-loaded" (provided as soon as indicated) at levels designed to reduce services needed over the individual's lifespan and to maximize opportunities to give back.

Individuals with disabilities receive services and supports appropriate to their needs in inclusive community settings. They are not segregated from their fellow citizens.

Individuals with disabilities have access to and receive flexible, person-centered services and supports that:

- ✓ Provide a single point-of-entry that is not disability specific;
- ✓ Offer choice and maximize personal decision-making;
- ✓ Are available no matter where the individual lives and are effective, timely, and reliable;
- ✓ Promote high expectations and individual potential and strengthen families;
- ✓ Continue as needed across the lifespan; and
- ✓ Have sufficient oversight to ensure health, safety, and welfare and to prevent exploitation, fraud, and waste.



Customer: Dabney S. Lancaster Community College

Project: Viewbook

Purpose: To showcase the benefits of attending DSLCC as the area's most affordable option for a wide variety of educational opportunities.

DSLCC

Whether you have a single, clearly-defined goal or simply want to explore your options, Dabney S. Lancaster is committed to your success. We are the area's most accessible, affordable community college. Start here, and you can go anywhere.

On to a four-year college

You can complete the first two years of a bachelor's degree at DSLCC, and then transfer to earn your degree from a four-year college or university. Over 35 public and private schools guarantee admission to qualified DSLCC graduates.

Into the workforce

You can prepare for full-time employment after completing one of DSLCC's many occupational and technical programs. Over 45 programs at the career studies, certificate and associate degree level pave the way for a good job.

To a higher level job

You can gain or develop specific career skills through DSLCC Continuing Education and Workforce Services Division classes. This customized training is designed to the specifications of local employers, organizations and government. Classes are offered on the main campus at the Rockbridge Regional Center, and at other sites requested by local businesses.

Towards a well-rounded education

You can meet specific learning needs, gain new skills or pursue a special interest. The DSLCC Continuing Education and Workforce Services Division offers a wide range of non-credit seminars and activities for your personal enrichment.



College Life



Housing

Students are responsible for finding their own accommodations, although the College helps by posting information about nearby rental properties. Some rooms and apartments are available at reduced student rates for short-term stays or semester rentals.

Activities

Student clubs and organizations provide opportunities for service and leadership, while an active Student Senate promotes communication with the administration and faculty. DSLCC offers numerous multicultural and social events, sports tournaments, picnics and talent shows every year.

Support

Students can take advantage of learning strategy assistance, as well as tutoring, advising, mentoring and career services offered in The Achievement Center.

Technology

DSLCC uses technology to enhance instruction and facilitate learning. Recent infrastructure upgrades also expand access to educational opportunities through distance learning.

Community Involvement

DSLCC encourages students to become contributing members of the community and to develop skills that support civic and social responsibility. Numerous community projects and initiatives have achieved success with assistance from student, faculty and staff volunteers.



Admission to DSLCC



Process

To become a student at DSLCC, complete an Application for Admission and request transcripts from high schools or other colleges you have attended. Then call to schedule a placement test, or send your scores to DSLCC from other testing services.

Financial Aid and Scholarships

Students are encouraged to apply for financial assistance. Programs are funded by the College and also by the federal government, Commonwealth of Virginia, and various organizations, clubs, businesses and even private citizens.

Campus Tours

Dabney S. Lancaster welcomes visitors who want to tour the main campus and the Rockbridge Regional Center. Appointments are recommended.

Resources for High School Students

Dual Enrollment

DSLCC allows high school students to experience college-level courses before they graduate. Students can earn dual credit, explore possible majors, and save tuition when they later attend college.

Tech Prep / Career Coach Program

DSLCC helps students select college programs focused on high-wage, high-demand fields. This career guidance provides a seamless transition from high school to college, and it also links students to promising employment opportunities with local businesses.

Educational Talent Search

DSLCC assists students from disadvantaged backgrounds who have the potential to succeed in college. We guide them through admission and financial aid applications and help them choose an appropriate major.

Jackson River Governor's School

DSLCC hosts a special school where high-achieving students can enroll in challenging, college-level math, science and technology courses. At JRGS, students can experience learning opportunities not generally available in high school.

Food Safety and Glove Use



Customer: The Virginia Food Safety Task Force

Project: Food Service Area Poster and Training Flyer

Purpose: To educate and inform food service workers about the correct use of disposable gloves by using simple iconic graphics and minimal words to diagram the steps to apply, possible contamination and proper disposal.

